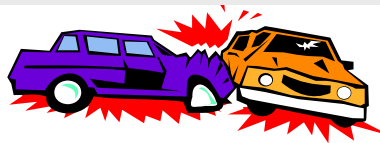


A SAFETY UPDATE...

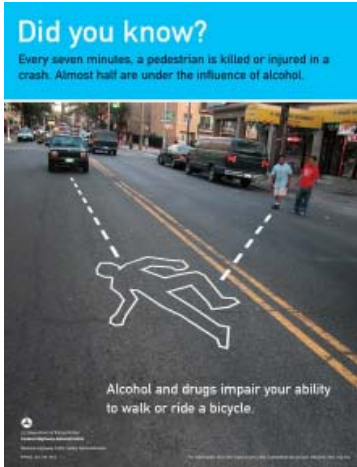
From the Federal Highway Administration – New Jersey Division Office



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Hispanic Pedestrian and Bicycle Safety



The FHWA and the National Highway Traffic Safety Administration (NHTSA) just completed a comprehensive effort to determine the extent of the ped/bike safety problem as it relates to Hispanic populations in the United States and develop appropriate outreach materials and a plan for distributing them to these audiences. The project was undertaken because anecdotal evidence suggests that a disproportionate number of persons killed and injured in traffic crashes are Hispanic immigrants.

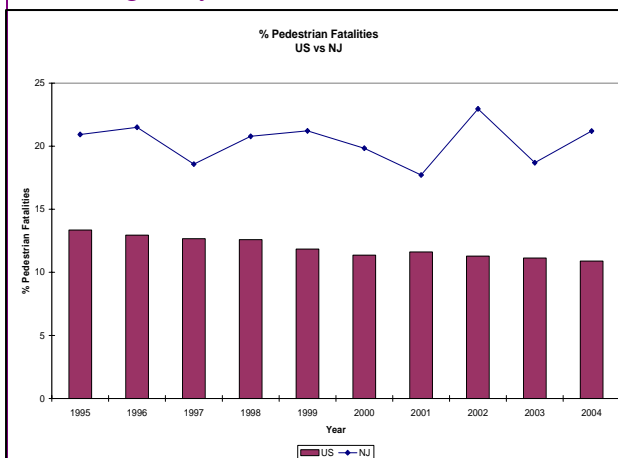
Part 2 of this project (just completed) included developing a marketing plan that would tell interested audiences how to best “sell” safety to the Hispanic populations of the U.S. and included developing actual products of the marketing plan. The marketing plan and materials (2 downloadable radio PSA’s, 5 brochures and 5 posters available in both English and Spanish) can be viewed and ordered at

http://safety.fhwa.dot.gov/ped_bike/materials/ped_hisp.htm.



Safety Snapshot

In NJ, pedestrian fatalities represent more than 20% of all motor vehicle fatalities, which greatly exceeds that of the entire US.



12 Months of Traffic Safety

A public outreach campaign highlighting a different traffic safety issue each month of the year.

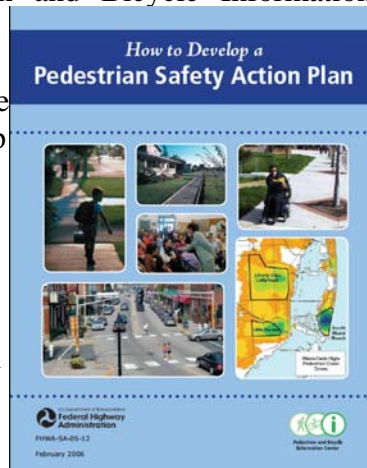


Brochures/Posters available at:

<http://www.state.nj.us/mvc/12month.htm>

How to Develop a Pedestrian Safety Action Plan

The Federal Highway Administration's (FHWA) Safety Office hired the Pedestrian and Bicycle Information Center (PBIC) to develop a comprehensive guide to provide a framework for state and local agencies to develop and implement a pedestrian safety action plan tailored to their specific problems and needs. *How to Develop a Pedestrian Safety Action Plan* will help state and local officials know where to begin to address pedestrian safety issues. It is also intended to assist agencies in further enhancing their existing pedestrian safety programs and activities, including identifying safety problems, analyzing information, and selecting optimal solutions. The guide also contains information on how to involve stakeholders, potential sources of funding for implementing projects and how to evaluate projects.



<http://www.walkinginfo.org/pp/howtoguide2006.pdf>

Turning Point...Roadway Work Zone Safety for New Drivers

WorkZoneDriver.org is the official website for *Turning Point: Roadway Work Zone Safety for New Drivers*. It is part of a national campaign aimed at teaching teen drivers to navigate safely through construction sites along our highways, roads and streets. The Website is a resource not only for teens, but also for educators and parents, providing all with valuable information and instructional tools and techniques.



Please share with educators in your community.

Roundabouts

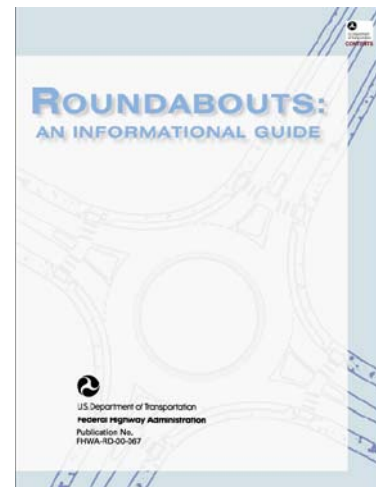
Problem: Intersection crashes account for more than 45 percent of all crashes nationwide.

Intersection safety is a serious problem in the United States. Addressing this problem is one of FHWA's top priorities. Roundabouts are a proven safety solution that prevent and reduce the severity of intersection crashes. A roundabout is a one-way, circular intersection in which traffic flows around a center island. Roundabouts are designed to meet the needs of all road users—drivers, pedestrians, pedestrians with disabilities and bicyclists. A roundabout eliminates some of the conflicting traffic, such as left-turns, which cause crashes at traditional intersections.

Not all circles are roundabouts! Many existing traffic circles or rotaries operate under different traffic rules and have experienced operational and safety problems.

A soon to be published study by the National Cooperative Highway Research Program found that the installation of roundabouts led to a 35% reduction in total crashes and 76% reduction in crashes causing injuries or fatalities. There are also operational benefits from roundabouts, such as less delay and increased traffic capacity. FHWA has published a comprehensive guide called *Roundabouts: An informational Guide* that is available at

<http://www.tfhrc.gov/safety/00068.htm> .



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